



**Dave Wilmesher  
Vice President  
Northeast Sales Area  
910-741-1281  
Fax: 910-741-4606**

SENT VIA E-MAIL

June 3, 1997

TO: Rich Kane Bill Roth  
Mark Young Peter Schmidt  
Jay Loftin Larry Poole  
Jim Piscitelli

Subject: Winston Relaunch - Retail Presentation Materials

We had originally planned on providing each Region with a retail selling brochure for our Sales and Retail Reps. to utilize. However, due to complications with getting these brochures printed, they would not be available until the end of June. Obviously, this would be too late to make any real difference.

It is extremely important that each of you provide all of your Reps. with some sort of retail selling tool to ensure the retail trade really understands the magnitude of this relaunch. To really get this across these materials should include all of the primary elements of our program along with copies of the ads that we will be utilizing. I have included a copy of a presentation that the W. Detroit D.M., K. C. Satchell, provided to his Reps. K. C. basically tweaked the presentations that were provided from Winston-Salem.

Please ensure all of your people are provided with a similar tool and are using the presentation to bring their retailers up-to-date on Winston.

2 ave

97038DW/di

## Attachments

c: Jim Maquire (memo only)

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